

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

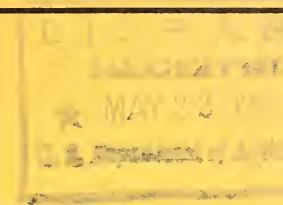
63,39

Northern Grown Plants Grown for New England Trade

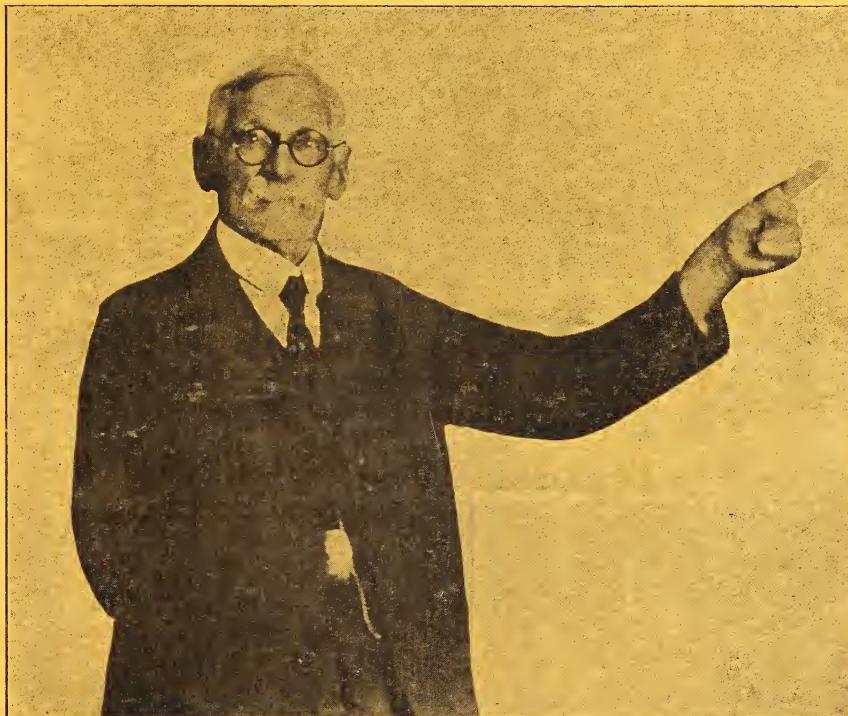
1870



1928



This is Charlie Pratt as he looked when he began selling plants in 1870.



I have been in
the plant busi-
ness all my life.
Going to stay in
it as long as I
live. Going to
live as long as
I can, and die
when I can't
help it.

Left-handed Strawberry Pratt as he looks today, eighty (80) years young. Born in Boston Oct. 14, 1847.
The oldest plant dealer in the New England states. He is good looking, all but his face.

C. S. PRATT CO.

Sunnyside Fruit Farm,

Athol, Mass.

able. That we have accomplished this goes without saying. Our business today is just the same as it was several years ago. We are practically sold out each year for all of the demands made upon us, as we were several years ago, when we were only growing one-fourth of the stock we are today, which goes to prove the quality of our plants and the soundness of our business methods. We have today over 4,000 names of customers, or would-be customers.

We have always worked on the principle that there are two sides to every sale. It has never been our habit or method to simply get money out of customers, regardless of their interest. We are doing the enormous business we are today from the fact that our customers are receiving just as much as we are. Every transaction is made with this idea in view. When you buy plants from us, whether you pay eight dollars per thousand, or fifteen, we want you to feel that you have gotten your money's worth. This business has always been done on this basis, so that today, instead of building up a clientele of "knockers," we have in almost every community, a Pratt Farms "booster."

And why should people go out of their way to boost our business? Simply because of the satisfaction they got from our plants. Our stock and the products from the same are "moneymakers." We know of hundreds and hundreds of people who are in the Strawberry business today because they got their first start from us. Our business is one of the most successful there is on record in New England. And this success has been made, not by fancy advertising alone, but rather on the goods we have turned out. The keynote of any successful business is reliability, and to be able to furnish the right quality of plants means a great deal more than appears on the surface.

It is not sufficient to mean well towards our customers. There are hundreds of well-meaning plant men in America. We have not got a mortgage on all the honesty there is in the plant business; in fact, we believe the great majority of plant men are honest, but a plant man must go further than mere honesty, to satisfy his trade. He must know his business better than the great majority of plant men to be able to sell superior stock. Even these two virtues are insufficient; he must have the business ability necessary to finance, manage, and successfully sell his products.

There are lots of honest Plant men selling poor stock, simply because they do not know the difference between good stock and inferior stock. There is also another class of Plant men with good business ability that are simply fruit growers and not Plant growers, and their stuff proves unsatisfactory. And there is still another class of good, honest, first-class Plant grow who have no ability to produce stock in large quantities, and they never attain real success.

Sunnyside has steadily grown from a reasonably small beginning to our present capacity because we have united to a greater degree the elements of success a little better than the average grower. Always keeping in mind that customers who purchase our plants must make money out of the same to become "boosters" for us. Our Farms stand today as an example of success in the Plant business, and they do not stand alone, but they stand today with the hundreds and hundreds of customers that are doing well in the small fruit business.

We are what we are today because of the success of our customers and we do not believe there is any danger of any slump in our business, because we produce today what the public wants, Superior Plants, sold at reasonable let-live prices. We honestly believe that for the money expended for our Plants the public is being better served, is making more profits, and is getting better net returns for an investment with Pratt Farms than any farm in New England.

MY FAVORITE MOTTO IS — KEEP SMILING AND DO IT NOW !

FIRST NATIONAL BANK OF PROSPERITY No. 101

MY Father is rich in houses and lands. He holds the wealth of the world in His hands.

Athol, Mass., January 1, 1928

Pay to the Order of _____.

Bennie

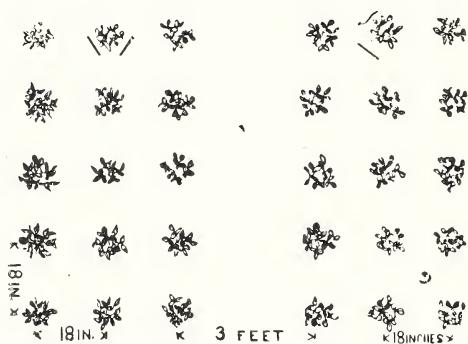
Three Hundred and Sixty-five Days of Health, Wealth and Prosperity

John Henry Pratt

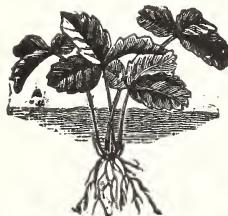
Left Hand Signature

We give a cut of a very excellent plan of setting plants to be grown by hill system. The plants are set in rows, 18 inches between them, and the same distance apart in the rows. Then a space of three feet is left for horse cultivation, and three rows of plants as before. There is a great advantage in hill culture over the matted row system, where fine berries are in demand. Planted in this manner it will take 14,520 plants to set an acre. Should the plants yield, under **high culture**, a quart to each plant, which has been done time and again, and the berries command only 20 cents a quart (a low price for extra nice fruit), the yield in money value would support a good sized family and have something left. Always use high culture and plenty of **manure** and water with the hill system.

Grow extra fine fruit where there is a demand for it. Where there is only a market for low-priced fruit, the matted row will answer. You will have quantity at the expense of size and quality. I am going to set an acre of Davis just for fruit next season.



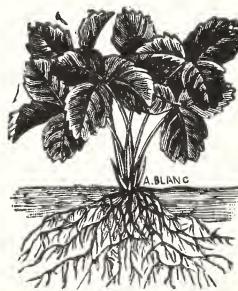
THREE WAYS OF SETTING A PLANT



Planted Too Deep



Planted Too Shallow



RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed out go over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants.
Thou shalt not set plants carelessly.
Thou shalt not use ground until well fertilized and thoroughly prepared.

Our plants are the highest standard reached. It is useless to look further, for better plants cannot be found.



We guarantee all plants furnished by us to be delivered in good condition when shipped.

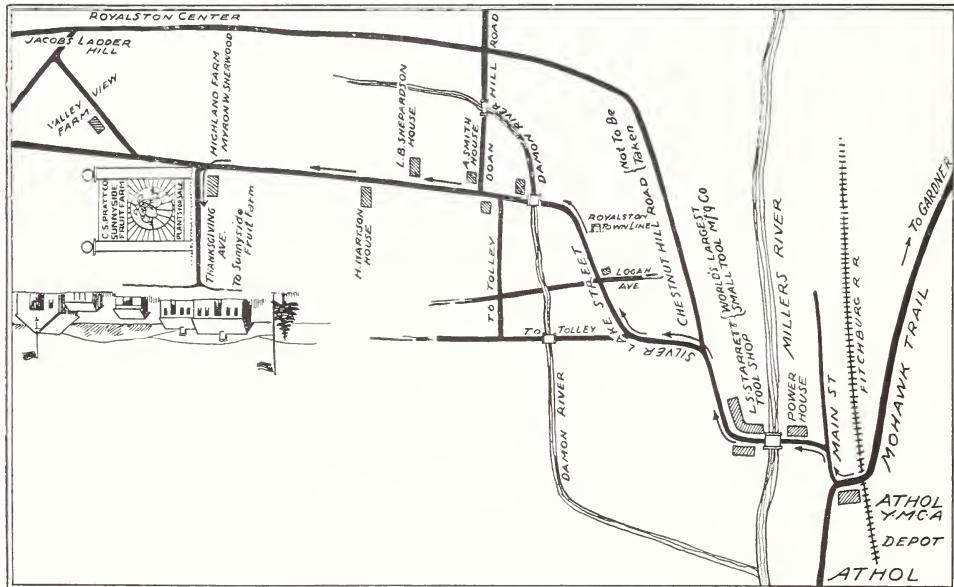
We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and are beyond our control.

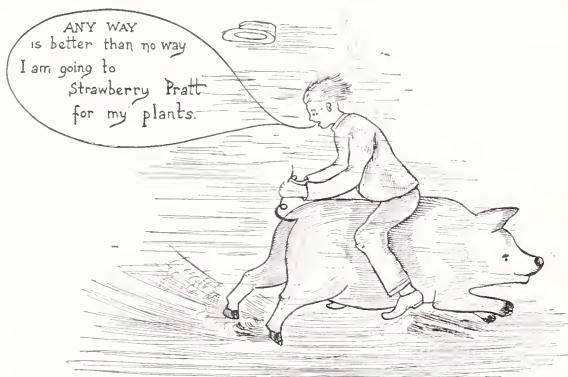
The best time to set plants is when the soil will crumble behind the plow. Set as early as you can; work the soil. One of the best crops of berries I ever got was taken from a bed that was set the 30th of May; it was wet land and could not be set sooner. You can set strawberries any day in the year but Sunday if the ground is not frozen.

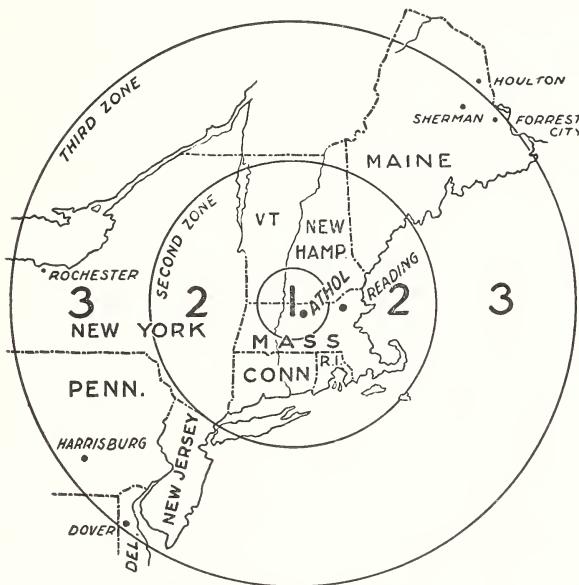
How to Reach Sunnyside

The following is a diagram of how to reach Sunnyside Farm, from Athol, Mass.—Start at the Y. M. C. A. on Main Street, and go until you come to Crescent Street, over across the Millers River Bridge, and go out Crescent Street to Silver Lake Street. Then follow the Arrows. But don't make the mistake and take Chestnut Hill Road, which takes you to Royalston Center. And although we live in Royalston, we are five miles from Royalston Center, as we are five miles from Athol Center. **Be sure to come via Silver Lake Street.**



Many people have trouble in finding our place. We live in West Royalston, although our mail comes to Athol R. F. D., No. 2. In coming to see me many people, upon reaching Athol, inquire the way to Strawberry Pratt's, and are told that I live in Royalston. There are two roads to Royalston. The direct one to Royalston Center is via Chestnut Hill Road from Athol. This may land you in Royalston Center and you are still just as far from my place as you were when you left Athol, so don't go via Royalston Center — **Go by the map — Go out Crescent Street to Silver Lake Street — and then follow the Arrows.**





DO YOU LIVE INSIDE THESE CIRCLES?

^o All plants in dozens, hundred or five hundred lots will be delivered to your postoffice, postpaid by parcel post, only in the 1st, 2nd and 3rd zones from Athol. When you buy Plants of me you know just what they will cost at your place. No express charges, which are higher than last year. Better have your Plants sent via mail. — Get them QUICKER and CHEAPER.

ATHOL, MASS., is the Hub of the Best Strawberry Growers in the United States. We have the market at our very doors. Why, in the State of Massachusetts alone, there are one hundred cities and towns with a population of 5,000 and over.

The 3rd Zone takes in all the N. E. States, except the Northern part of Aroostook County, north of Houlton, Me., and nearly all of New York State. Ask your Postmaster what zone you are in from Athol.

We never ship C. O. D. to any one, nor do we book orders and reserve Plants unless one third of purchase money is paid down when the order is sent.

THINK

We print this **small** word in **big** type because there is no more important word in the English language. Read what some of the greatest thinkers of the ages have said about this word:

“**Thought** rules the world.”—McCosh.

“**Thinking** makes the man.”—Alcott.

“**Thought** is the seed of action.”—Emerson.

“**Thinkers** are scarce as gold.”—Lavater.

“**Thinking**, not growth, makes manhood.”—Isaac Taylor.

“Learning without **thought** is labor lost.”—Confucius.

“Man by **thinking** only, becomes truly man.”—Pestalozzi.

“Nothing is so practical as **thought**.”—Cecil.

“As a man **thinketh** in his heart, so is he.”—Proverbs.

“There is no **thought** in any mind but it quickly tends to convert itself into a power.”—Emerson.

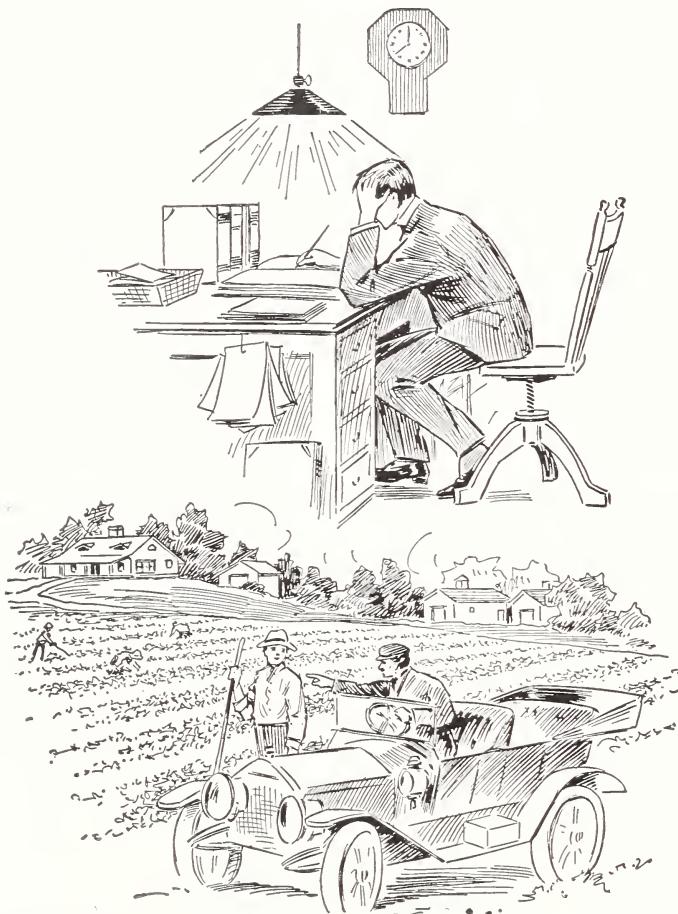
“Some people study all their life, and at their death have learned everything except to **think**.”—Domergue.

“Why do so many men never amount to anything. Because they don’t **think**.”—Edison.

Let this word “**think**” burn deep into your consciousness, for only through broader and better thinking can you attain greater personal and business success. So, to help us remember it, let us put this **little** word in **big** type once more—

THINK

I hope after you have read this Catalogue you will not only THINK, but ACT !



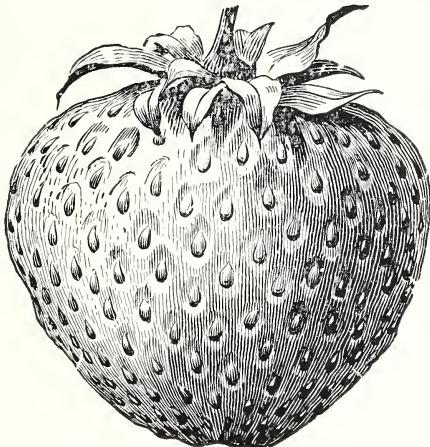
an independent living. Don't be content to grind out your life and miss all those comforts and pleasures that make life really worth the living. Make up your mind that you are going to *do something* worth the while — that you are going to order some plants from *PRATT* — start in the berry business; that will enable you to be *somebody*.

FARM THE BEST PLACE

Yet you know and I know and all of us who have grown old enough in years have seen enough to know that the best place in the world for a young man is on the farm. I don't deny that one chap in a thousand or one in ten thousand will make some money in a big city, much money, perhaps; but it is only a small chance. While thousands of others are lost in the maelstrom, ground down by rich, hard-fisted employers. If you can and want to give your boy \$10,000 or \$20,000 to go to the city to start a business of his own, he has a chance, perhaps a fighting chance, to get rich (or otherwise lose what you gave him). But if he wants to go to the city as a clerk or employee to climb up — as things are nowadays — well, he'll soon learn he's building air castles.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

You have taken the trouble to turn this page upside down, to read this notice about Early Davis. Now, Gentle Reader, you may turn the Catalogue around and read all I have to say about Early Davis.



Early Davis

Ripens ten days to two weeks before the Howard 17.

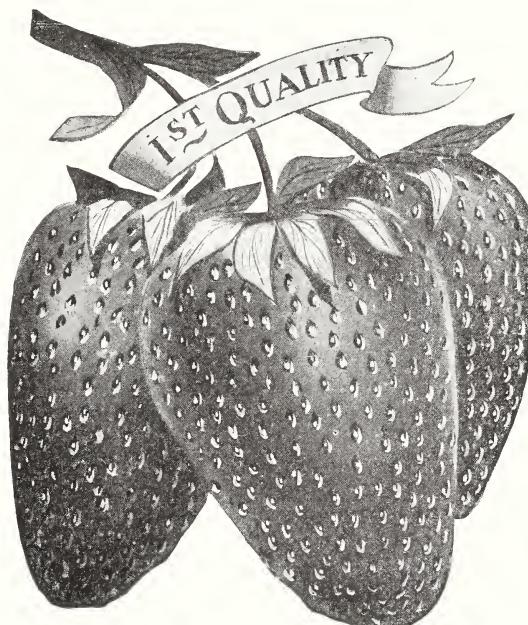
It is as large a berry as the Howard and with as fine a flavor as the First Quality.

**Price: 25 plants, \$1.00; 100 plants, \$2.00; 500 plants, \$6.00; 1000 plants, \$10.00. Postpaid.
By Express: 5,000 Plants, \$40.00.**

First Quality Strawberry

(S) Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell, but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something — that indescribable something — about the flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. **There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will.** The second year's fruiting the fruit will be nearly as fine as from a new bed. I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheel harrow three times, until you could hardly see anything but dirt — hardly a plant in sight, and inside of three weeks had as fine looking a bed as one would wish to see, and no more work done on it, not even covered up for the winter, and next season harvested a bang-up crop. Now a variety that will do that is worth growing.

**25 for 40 cents \$1.25 per 100 \$5.00 per 500
\$9.00 per 1,000 — Post Paid.
5,000, \$40.00 — By Express**



A clergyman called to see one of his deacons, and was met by the small son of the deacon who volunteered the information that "Pa was at the pig sty with the hogs. Go right down. You can tell Pa because he has a hat on."

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

Of All of the Berries Ever Put on the Market This is One of the Best



A MORTGAGE LIFTER

The Plants of HOWARD 17 are the healthiest of any I have ever seen. No rust or leaf spot on them. In plant growth faultless. The blossoms are large and **perfect and rich in pollen**. The berries begin to ripen medium early, continue a long time and hold up in size remarkably well. The first berries to ripen are wedge-shaped, soon becoming conical; typical shape conical. It is a firm berry and therefore a good shipper. Cool, rich red with a fine gloss. There is no berry that is more beautiful or of finer quality. The only fancy berry that is a "Business Berry." All the other fancy varieties are shy bearers. The HOWARD has all the good qualities of the others combined with heavy production. In size it is among the largest grown, averaging larger than either the Gandy or Chesapeake. If it has any choice of soil I do not know it, and I believe it will do well on any soil that any other variety will. Some growers claim that the PREMIER and HOWARD 17 are one and the same. I think there is something rotten in Denmark. The HOWARD 17 was grown and the fruit sold in the Boston markets 12 years before the PREMIER was heard of.

The originators would not let a plant leave their grounds, and meant to keep it all to themselves. But it got out and the Berry Growers can thank Prof. A. T. Stevens of the Connecticut Agricultural College, and C. E. Chapman for it.

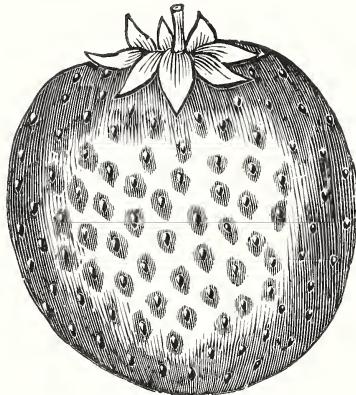
In the Spring of 1918 I bought more HOWARD 17 of Mr. Chapman than all other Plant Growers in the United States put together, and in 1919 I told the Strawberry Growers just what it was, and there were thousands of HOWARD 17 sold all over the country. Now, today, everyone knows that it is by all odds the Best Market Berry Grown. If you buy your plants of C. S. Pratt of C. E. Chapman **YOU WILL GET PURE HOWARD 17.**

25 for 40 cents; \$1.25 per 100; \$4.50 per 500; \$8.00 per 1,000 — Post Paid.
By Express, 5,000 — \$35.00

A clergyman was in the habit of preaching sermons an hour and a quarter long. His parishioners objected to the length of his discourses, whereat he cut his time down to ten minutes. Upon this his people objected to paying him so much money for so short a talk. Whereat he explained that his false teeth hurt him and he couldn't talk longer. A subscription was raised and a new set of teeth was purchased for him from a mail order house. At once the length of his sermons increased to an hour and three-quarters. Upon the parishioners objecting to this abnormal length, he explained that a mistake had been made and he had been given a set of woman's teeth.

I WANT FIVE YOUNG MEN

I shall have a lot of work this Spring and I will want some good young men. They must be quick in their movements; men that grocery men employ that can hustle. The work is easy and I don't care for great strong men. I will pay 50 cents per hour and pay every Saturday night. Now read this over and if you are what I want just speed up and get the job. But understand that I only want men that can fill the bill. No lazy man need apply.



ABINGTON — As productive as the Howard 17 but not as large. Fine looking berry; nearly as good looking as the First Quality; not as fine flavor. Sells well.
Price—25 Plants 40c; 100 Plants \$1.25; 500 Plants \$4.50; 1,000 Plants \$8.00 — Postpaid

YOU CAN
 COUNT THEM
 ON THREE FINGERS



HOWARD 17
 FIRST QUALITY
 EARLY DAVIS

Asparagus

2-Year-Old Asparagus Roots, \$1.50 per 100, Postpaid.

Hardy Hydrangeas

I have some extra fine three-year-old stocky plants. Very seldom can one get a bargain like this.

\$2.00 Each — Via Parcel Post
 5-Year-Old Hydrangeas — By Express, \$4.00

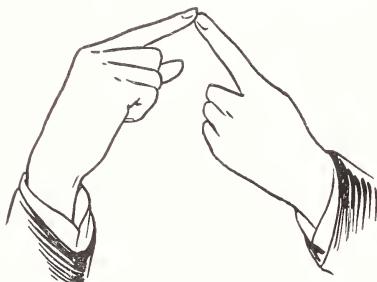
SUNNYSIDE FERNS

Have you a shady spot on your lawn? These ferns will grow in a shady spot where flowers had not ought to be.

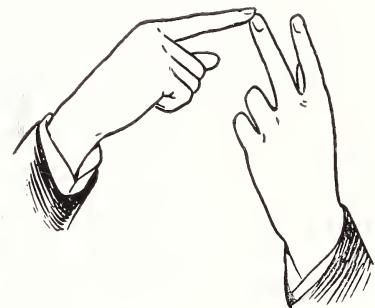
Price 25c each; \$2.50 per dozen, for good strong roots, by Parcel Post.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

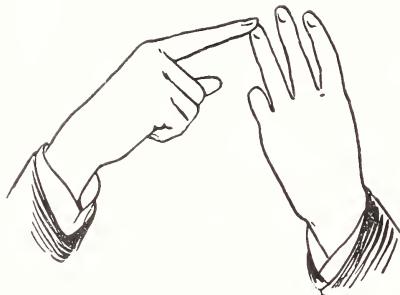
FOUR GOOD REASONS FOR GIVING STRAWBERRY PRATT YOUR ORDER.



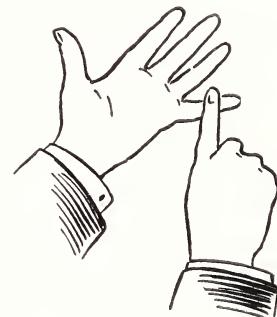
Because he has been in the plant business his whole life and ought to be good authority in that line of business.



Because he has built up a fine business on the Square. You might as well argue with the Multiplication Table as to argue with a man of that caliber.



Because he takes his plants **fresh** from the **ground**, **Packs and ships the same day**. They are not dug and tied up, and kept on hand like Dry Grass.



Because he has grown in his life time 565 different varieties and today you can count the fingers on one hand, and that will tell all that he has under cultivation.

What is the use of growing such varieties as Sample and Senator Dunlap, even if these are great producers, if the Howard 17 is better or the Marshall which has been called the finest family berry, if the St. Martin is as fine flavored and twice as large and five times as productive.

The Park Hospital:

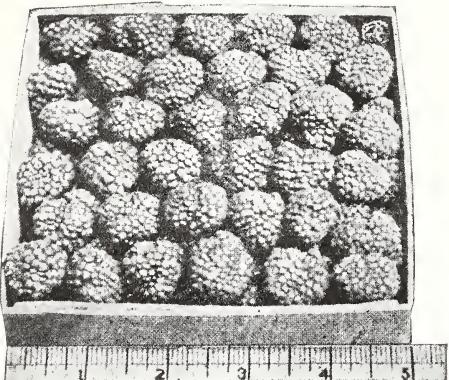
The plants came in good condition. They are as fine as I ever saw

F. E. PARK, M. D.

LAST, BUT NOT LEAST

No one plant grower can get all the trade, and I for one do not want it. I shall never hit a man on the head and say he must give his money to me and no one else. I shall never build my business up by pulling down some one else. The United States is a big country. If I could have all the trade of only the State of Maine I would be a rich man in short meter. I have lots of good customers down East—had them a long time—they stick. Lots of strawberry men in Maine will always trade with "Strawberry Pratt" and others will trade with the other fellow. When the year rolls around and I figure up there is always a smile on my face and I congratulate myself on having done a very good business, and that's about all there is to it. Yours for success with Fruit.

Victory Raspberries



Below is a photograph of My Plantation of Victory Raspberry Plants, taken September 1st, one year's growth. I never saw such growth in my life before.

A wonderful new Red Raspberry. This will be to the Raspberry what the Howard 17 is to the Strawberry. A seedling of the Cuthbert, which it resembles, and as fine flavor. Extremely hardy; comes through alive when it goes down to 30 degrees below zero. It did in Athol, Mass., the winter of 1920. The plant is a vigorous grower.

There is twice as much money made in the Raspberry as in the Strawberry, and always was.

There is more money growing them than there ever was in selling Booze before Prohibition time. Take my advice, Young man, get every plant that you have money to buy, and set them out, and as soon as you have plants enough to set an Acre do so. In two years marry the very best girl that you can tie up to (if you are worthy of her) and just live on the constant flow of money you will receive.

I have discovered the Best Raspberry ever grown. It is a giant, as sweet as honey, and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. It is not one of your coarse, tasteless things that grow on stunted vines amongst choking weeds. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities and there is no increase of trees at the end of the year. You have only that one tree.

The Spring of 1919 I bought 100 Victory Raspberry Plants and in the Fall I dug up all of the Plants with the Sucker Plants, and I set out 1,000 Plants in November, 1919. In the Fall of 1920 I dug up 10,000. All grown from 100 Plants in 18 months. That is going some. That is as good as a Gold Mine in One's Back Yard.



nineteen (19) pints of fancy berries from one bush of **Victory** during one fruiting season. **Victory** is a seedling of the Cuthbert and resembles that grand variety. **Victory** has produced regularly for several seasons nearly twice as much as Cuthbert, bush for bush, and acre for acre, grown in the same field under the same conditions, and of better quality and flavor.

Victory berries are much better than Cuthbert. The government inspector told me that my plant stock was the cleanest and freest from Mosaic of any stock seen in the state.

Raspberries should be set three feet in a row and the rows six feet apart which amounts to 2200 plants per acre.

Prices of Plants — \$1.00 per dozen; \$3.50 per 100, via Parcel Post. \$25.00 per thousand, by Express.

Don't be an average strawberry grower.

Don't be average in anything.

Don't stay in the average class.

An average man never rises above the level of the masses.

Buy the best and grow them in the best way and get the best prices and enjoy the strawberry business and make money.

Victory is not an untried variety, as the originator has fruited it for twelve years. It has been tested with nearly every known variety of Red Raspberry and is far better than any of them, not only in production, hardiness and vigor, but the fruit is larger and of much better quality than all others.

Color. — Beautiful bright red and they hold their color after picking.

Quality. — By far the finest tasting Raspberry. If you do not say **Victory** is the best flavored Red Raspberry you ever ate just tell us and we will refund your money.

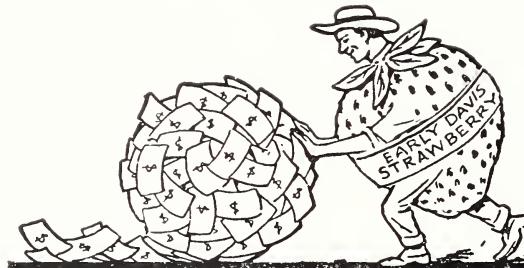
Productiveness. — The originator has a record of picking



Honeysweet Blackcap Raspberry

Even those who ordinarily do not care for BLACKCAPS will surely enjoy the fruit of Honey Sweet, which is remarkably rich, sweet and luscious. Not only are the berries of superb flavor, but they are firm enough for distant shipment. They are also of attractive appearance, being jet black, without bloom and of good size. Canes are of strong growth and of ironclad hardihood and yield heavily. Ripens early to midseason, maturing its entire crop quickly. We consider it far the best of all the BLACKCAPS, especially for the home garden.

Selected Tip Plants, \$1.25 per Dozen; \$9.00 per 100 (Parcel Post)



**God made only one Strawberry Pratt and C. S. Pratt
is the one.**

MIXED BABIES. How Did They Get Mixed?

In 1926, W. F. Allen bought a thousand Early Davis of me and paid me \$45.00 for them. In October he wrote me that the plants I sent him were the plants of William Belt and Early Ozark. These plants came from the grounds of the originator to me, by Parcel Post. Then I opened them and sent them direct to Mr. Allen by American Express. The originator or myself have never had these two kinds, William Belt or Early Ozark on or in our grounds. So if these plants were mixed, it must of happened with the American Express Company, or the U. S. Mail Bag.

In 1924, I bought 500 plants of Mrs. Rinds, the originator, and from that 500, I have raised 10,000, enough to set an acre. These plants are Simon Pure.

How did the babies get mixed? — is the question!

I regret exceedingly that this happened. I consider Mr. Allen by all odds the finest man in Maryland to do business with. When I introduced the Sample strawberry a few years ago he bought a thousand plants of me and paid me \$200 for them. Our dealings with each other have always been pleasant.

Lucile

The Ideal Eating Grape The Wonderful New Grape of the North

Everyone has room somewhere, some place around their homes, for a few Grape Vines — over the fence, along the wall or on the trellis — it makes no difference where. Taking hardiness and quality into consideration, we offer the LUCILE — without doubt the finest of all eating Grapes. A strong, robust grower, and ripens its wood to the tip under a load of fruit, of which the Niagara would not ripen one-half. Quality: Sweet and delicious; color: Dark, rich red. Its crowning glory is its size and compactness of clusters which resemble those of Diamond, but are larger. An indispensable Grape in the extreme North, where only early and extremely hardy varieties can succeed.

2-year-old vines fifty cents.



A cheap article is seldom good,
and a good article is never cheap.
It is not what you pay for what
you get, but what you get for
what you pay.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

LINCOLN'S CREED

"Do not keep the alabaster boxes of your kindness and tenderness sealed up until your friends are dead. Fill their lives with sweetness, speak approving, cheering words while their ears can hear them and while their hearts can be thrilled and made happier. The kind things you meant to say when they are dead and gone, say before they go. The flowers you meant to send for their coffins, send now to brighten and sweeten their homes before they leave them.

"If my friends have any alabaster boxes laid away full of fragrant perfumes of sympathy, good-will and affection which they intend to break over my dead body, I would prefer they would bring them out in my weary and troubled hours and open them that I may be refreshed, cheered and made better while I need them. I would rather have a plain coffin without a flower, a funeral without an eulogy, than a life without the sweetness of love and good-will.

"Let us learn to anoint our friends beforehand for their burials. Post-mortem kindness does not cheer the burdened spirit, flowers on the coffin cast no fragrance backward over the weary way. Remember we travel the road of life but once; let us all try to make the world better by our having lived.

"Do good because it is right to do good, not with the hope of reward or a fear of punishment."



To secure the greatest variety and beauty from Gladioli, it is absolutely necessary to grow them in mixture also. Anyone who has ever had the pleasure of visiting a first-class collection grown in mixture will appreciate this statement. If originators find their enjoyment, as they do, in growing vast numbers of kinds together, will not the average grower for pleasure receive an equal benefit from growing them in the same way? If I were permitted to grow only a limited number of kinds, each under name and number, or many varieties in a mixture, I would certainly decide in favor of the latter method; for in this way only is it possible to secure and enjoy the almost limitless variety and beauty to be found among the Gladiolus. I suppose I have as fine a collection as can be found in the United States. There are over 700 varieties, some of these bulbs cost \$5.00 each. I may not have the largest collection, but I have the CREAM.

This mixture has such varieties as Mrs. Frank Pendleton, Mr. Norton, Magic, Rose Glory, Scarlet Wonder, Orange Glory, Anthony B. Kundred, E. J. Shaylor, Sulphur Glow, Pride of Lancaster, Fa'rest Loveliness. And One Hundred and One others, and last year I added to my collection Mr. A. B. Kundred's Glory Mixture, and his Orchard Mixture. Now I think that my Mixture cannot be excelled by any grower in the country.

Price for Bulbs — \$1.25 per dozen.

\$5.00 Per Hundred — Post Paid.

SCARLET WONDER

The finest Gladioli grown — **\$1.50 per Dozen.** Only one dozen to a customer.

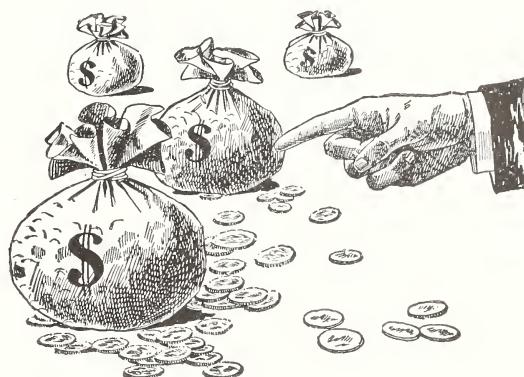


Why did God create Eve? For Adam's express company.

The Early Davis ripens ten days or two weeks before the Howard 17. It was originated in the British Provinces. Up there the berries ripen in June — what will they do in the States! I am going to set an acre of the Early Davis this Spring.



THIS MAN BOUGHT HIS PLANTS
OF C. S. PRATT



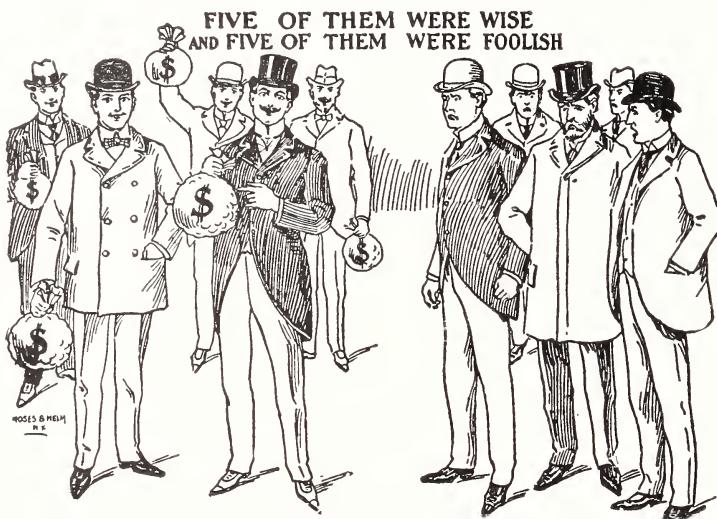
AND THIS IS THE CROP
HE GATHERED



THIS POOR FELLOW SENT DOWN TO MARYLAND IN THE MONTH OF MAY
AND BOUGHT CHEAP PLANTS.
RESULT:
FAILURE, DISAPPOINTMENT AND REMORSE.

Ships sail East, and ships sail West,
By every wind that blows;
It's the set of the sail and not the gale,
That determines where you go.
Set your sail for the Early Davis,

What's the difference between a grave and a wheel rut? One is longer than the other—but you can get out.



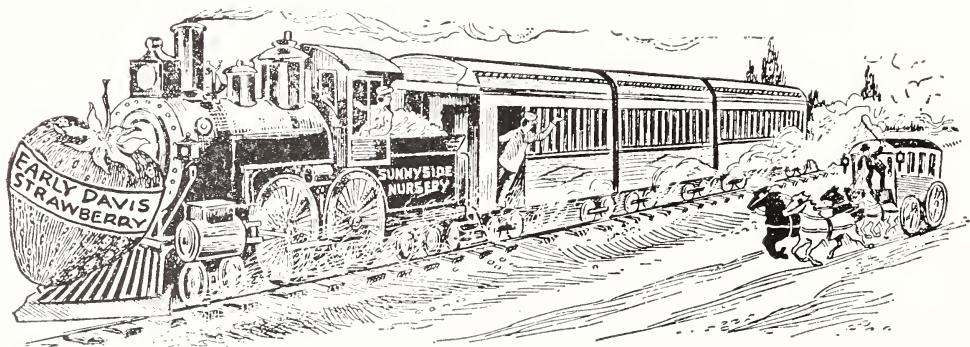
These men bought
NEW ENGLAND GROWN
PLANTS

These men bought cheap plants from Maryland in May, after they were through blooming and the berries were all set. One wouldn't think of setting out a tree in the Spring after it had leaved out.

VIOLENTLY SANE

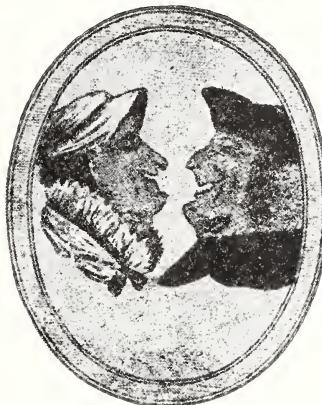
Our rector tells us that last Sunday, after the services at the county insane asylum, one of the patients solemnly called him aside to impart a revelation which God had given him. When he was sure that no one could hear, he whispered his oracle: "I know what's wrong with the whole world. There's too much talk". On this matter, surely, the man is violently sane.—Percy Sylvester Malone, in "The Churchman."

Breathes there a man with soul so dead that he
never heard of Strawberry Pratt.



Early Davis on the cow-catcher is ahead of everything !
WILL THE STAGE COACH CATCH THE TRAIN?

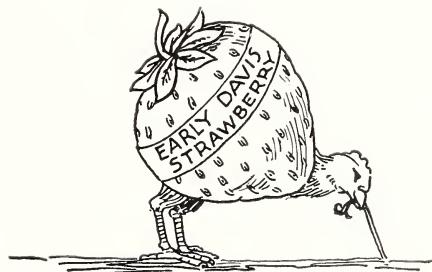
THESE PEOPLE DID NOT



These People bought their Plants of Strawberry Pratt. NOW Turn This Upside Down.

Catching fish is not wasting bait. Bait your hook with the Early Davis.

We do not need a new religion; we need to practice the one we have. Jesus lived on earth nearly 2,000 years ago; in his ideas and teachings he is 10,000 years ahead of this present time.—William Lyon Phelps.



***"The Early Bird
Catches the Worm"***

More people are won to religion through the beauty of a Christian home than by any other way.—Bishop Ingram.

An Acre of Early Davis is Better Than a Gold Mine in Your Back Yard.

I venture to say that you will find this catalogue one of the cleanest, most concise and honestly illustrated annuals you will receive. I want your trade, both present and future, and no matter how small your order I will give it my personal attention.



THE BOOM IS ON — FOLLOW THE CROWD

Early Davis Strawberry Plants

C. S. Pratt Co.
Athol, Mass.

Buy direct from
introducer — Pure
stock; true to
name.



This is Pratt!

Strawberry Pratt

Charles S. Pratt, . . . Athol, Mass.

Pratt is not good looking, but his Plants
are; and they are better than they look --
so is Pratt!

Pratt is good natured; you will be, too,
if you trade with Pratt.

Good luck to You, My Friend!
And may Success Attend the Whole Year Thru!
Whate'er You Plan to Do, or Enterprise Pursue,
Good Luck to You!

Strawberry Pratt

Left Hand Signature

"STRAWBERRY PRATT"

"God made the country, Man made the town."
And Pratt made a name that has brought him renown,
For up-hill or down-hill, or whether it was bright,
From early in the morning until well into the night
Out in "God's country," he's toiled and he's worked,
Never has he idled, never has he shirked;
And "Strawberry Pratt" is his hard-won name,
And "Strawberry Pratt" is his title to fame!

Born in Boston, he soon left the town,
To live where Old Sol tanned him up good and brown,
Hard luck followed him, — Failure, too;
Doubt and Discouragement and Debt he knew.
Jack Frost nipped him and treated him rough,
Chased down the mercury and spoiled his stuff;
But Pluck and Energy wouldn't let him stop,
And "Strawberry Pratt" came out on top!

Out in the hills where the laurel grows
Pinker than the sunset, whiter than the snows.
Out where the air is a tonic and a joy,
Out where at eighty he hustles like a boy,
"Sunnyside" broadens, and blossoms, and bears,
All the more fruitful the more it shares;
And Pratt grows happier, and so will you,
If you buy his berries and raise them, too!

Years of experience have made him wise,
He grows for abundance, flavor and size.
Study these pages and choose as you may:
Quality and Service are yours today.
Pratt stands for Progress, and Pratt means Success,
(Oldest New England grower, — no less!)

O, "Strawberry Pratt" may have come through the mill,
But "Strawberry Pratt" is an optimist, still!

Mrs. Frank M. Holt.

In 1923 I had a man drive into my yard who wanted to see Strawberry Pratt. I said to him. "I am the man." He came all the way from Portsmouth to see me. He had read my catalogue for two or three years and made up his mind I was the man he was looking for to run his farm. He said, "I have as good a farm as there is in the State of New Hampshire, 132 acres, within five miles of the Portsmouth Navy Yard. I have 33 cows, a pair of cattle, four horses, and a ton auto truck." He told me if I would take charge of his farm he would give me an equal interest and put \$5,000 more into the place if we could use it. At that time I had bought half the Howard strawberry plants that were sold and knew there was money to be made in it, and wanted to see it through. So I declined the offer. I cannot raise all the plants I can sell now, and I would like to get in touch with someone near some large city to go in with me in the raising of plants.

It Is \$\$\$\$\$ To

that I could clear \$10,000 a year if I could get the help to raise the plants. There is a little million plants brought into this state from Maryland. That money ought to stay in New England, and it can be kept here if we can raise the plants.

Alexander Jacob told his wife that if she married again when he died he would dig himself out of the grave and haunt her. She buried him face down. Now let him dig. She was left with thirteen children, all boys, three sets of triplets and two pairs of twins, all under twelve years of age. She bought one ticket for herself and family for Salt Lake City.

When I commenced the strawberry business my idea was to be the largest grower in New England. In 1880 I reached my goal and had 15 acres of strawberries, and lost the whole crop by a late spring frost. That set me back and I did not realize my ambition again until 1923. I have been sold out of plants every year for the last four years. In 1923 I sold my foreman 30,000 plants. The next year I sold my own plants and all he could raise also. In 1925 another man who worked for me set out a bed, and last year I sold all the plants the three of us raised. I will go ten miles on snow shoes to shake hands with any man in New England who sold more plants than I did last year.

Some people think I crow like a rooster. But I am like a rooster in another respect. I have the spurs to back the crow up with.



me and talk it over about raising a bed of strawberries for me.

Mr. C. S. Pratt, Dear Sir:—

I have purchased Howard 17 Plants from two different parties and they didn't prove true to name. I want the genuine Howard 17 and nothing else.

Gardiner, Me., Aug. 17, 1924.

A. W. PETTIGROVE.

I am so pleased with the Strawberry Plants and Raspberry Bushes I ordered of you this Spring that I wish to tell you as well as my neighbors.

I also wish to thank you for the bulbs.

WILLIAM K. BAILEY.

How are you this year? This is the third year I have bought plants from you, and we ought to begin to feel acquainted.

Ogunquit, Maine, April 7, 1924.

R. P. LITTLEFIELD.

Dear Mr. Pratt:—

I have had quite a lot of plants from you, but I must say those Cooper Plants were the best plants I ever got. They have done fine.

Lake Boon, Mass.

GEORGE BOLAM,

P. O. Box, Gleasondale, Mass.

Mr. C. S. Pratt:—

I have received my plants and I feel I must thank you. It is no wonder that you are doing business all these years. It is pleasure to deal with a person nowadays that is square. I want to say that I got more satisfaction out of the \$3.00 I sent you than I have out of any sum that I have spent for a long time. I could plainly see by the number and quality that you believe in living and giving others a chance. This is not soft soap, but facts. You will receive my orders after this.

East Douglas, Mass., May 21, 1924.

F. L. CROCKETT.

Dear Mr. Pratt:—

I received my plants last week and set them out and oh, my, ain't they doing fine! I haven't last one. They sure look good to me.

W. N. JONES, Assonet, Mass.

Follow the Crowd

And You'll Make No Mistake

*The BOOM
Is On*



Mr. C. S. Pratt:—

We recently communicated with the Mass. Agricultural College in regard to the most reliable place to buy Strawberry Plants, and they have recommended you. We wish you to quote prices on five and ten thousand lots; also the kind you have for sale.

Valley View Farm, East Deerfield, Mass.

GEORGE C. PLIMPTON.

Commonwealth of Massachusetts
Essex County Industrial School

Hawthorn, Mass.

Mr. C. S. Pratt:—

The Strawberry Plants arrived in fine condition and my gardener said they were as fine plants as he ever saw. I must thank you for the good plants and prompt shipment.

E. W. BALL.

Dear Friend Pratt:—

Enclosed, please find check to balance account. Just received your catalogue again. One can get a lot of inspiration out of its contents. Sorry I forgot to get some Cooper Plants this Spring. I well intended to, but somehow did not.

Houlton, Maine

C. L. CHADWICK.

Harvard University, Cambridge, Mass.
June 2, 1924.

Mr. C. S. Pratt, Athol, Mass.:—

Dear Sir: Thank you for your very generous replacement on my order for Strawberry Plants, of those lost in the mail. If I was prompt in making complaint of the shortage, I want to be equally as prompt in acknowledging receipt of more than my original order. My impression on reading your catalogue was that one bearing the good old New England name of Pratt was pretty sure to give a square deal and I am glad to say I made no error in judgment. Very truly yours,

EDWARD ROLLAND.

Utica, N. Y., April 11, 1924.
This is to inform you that I have not yet received your Annual Catalogue of Berries. We purchased plants, Howard 17, and also some Victory Raspberry Plants of you in 1920. The plants came in fine condition, and from them the next year we raised a bumper crop of berries. So much so that my neighbors came to look and wonder. The plants came in good shape, strong roots, and ready to do business; hence started off with a punch. W. H. WILLINGTON.

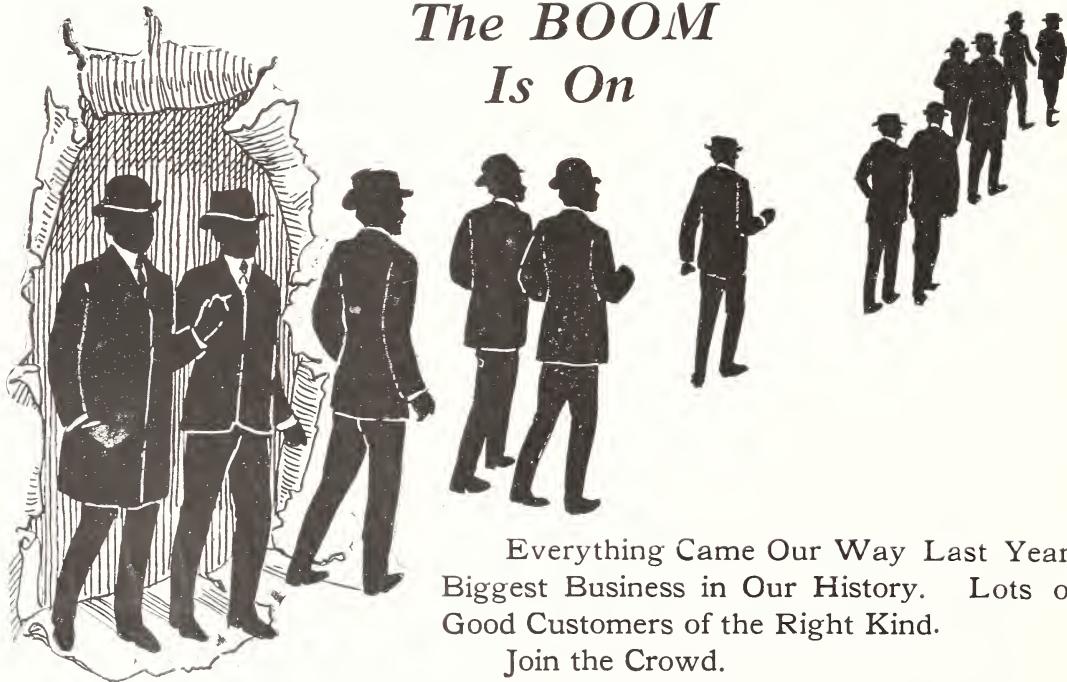
Strawberry Pratt:—

Plants arrived in fine condition. Many thanks for bulbs. Wife is more than pleased. Shall send you my orders in the future

Sutton, Mass.

W. K. DAKIN.

The BOOM Is On



Everything Came Our Way Last Year.
Biggest Business in Our History. Lots of
Good Customers of the Right Kind.
Join the Crowd.

Mr. Pratt. Dear Sir:—

Received the strawberry plants May 21st. Thank you very much. I was surprised to find so many plants, 27 in all, more than again as many as I ordered. I find Mr. Pratt a man of deeds, not altogether of words. A man of words and not deeds is a garden full of weeds. The plants I am very much pleased with, and will let you know if they do well. I think that I have put them in good ground; rather heavy land, but good in dry weather. If they don't do well you or I will not be to blame for it. I will do my part to have them do well. I like to see them do well, and a good garden. A good big one, next to music is a good-looking garden, out-door life working in the field, and plenty of music makes life worth living, and singing and dancing. I think you speak of one singing at his work. I often sing and dance at work, just enough to cheer up some. How very sad would be life without music and dancing. Have played the violin for 45 years; also taught violin playing; never had a lesson in violin playing in my life. Maybe you think this boasting; if you should ever come my way I would be very much pleased to play for you. With all the hard luck I have had I am very thankful to me able to play the violin and work on the farm. I play for dancing. I would be pleased to hear from you at any time. I prize your catalogue, and with best wishes and much good luck I am, sincerely yours,

HENRY CONE

Millington, Conn., May 22, 1924.

C. S. Pratt. Dear Sir:—

I have received the plants all right, and they were in splendid condition and as nice strawberry plants as I could wish for. Thanking you for your promptness in sending them, and for the Gladioli Bulbs, I remain, yours truly,

C. A. CODING, Livermore Falls, Maine.

Ashland, April 28, 1924.

Mr. Pratt: I received the strawberry plants in good condition. They were O. K. — the best plants and the best packed I ever bought. They can't help living. I hope my son Harman will give good satisfaction. He is young and inexperienced. Yours truly,

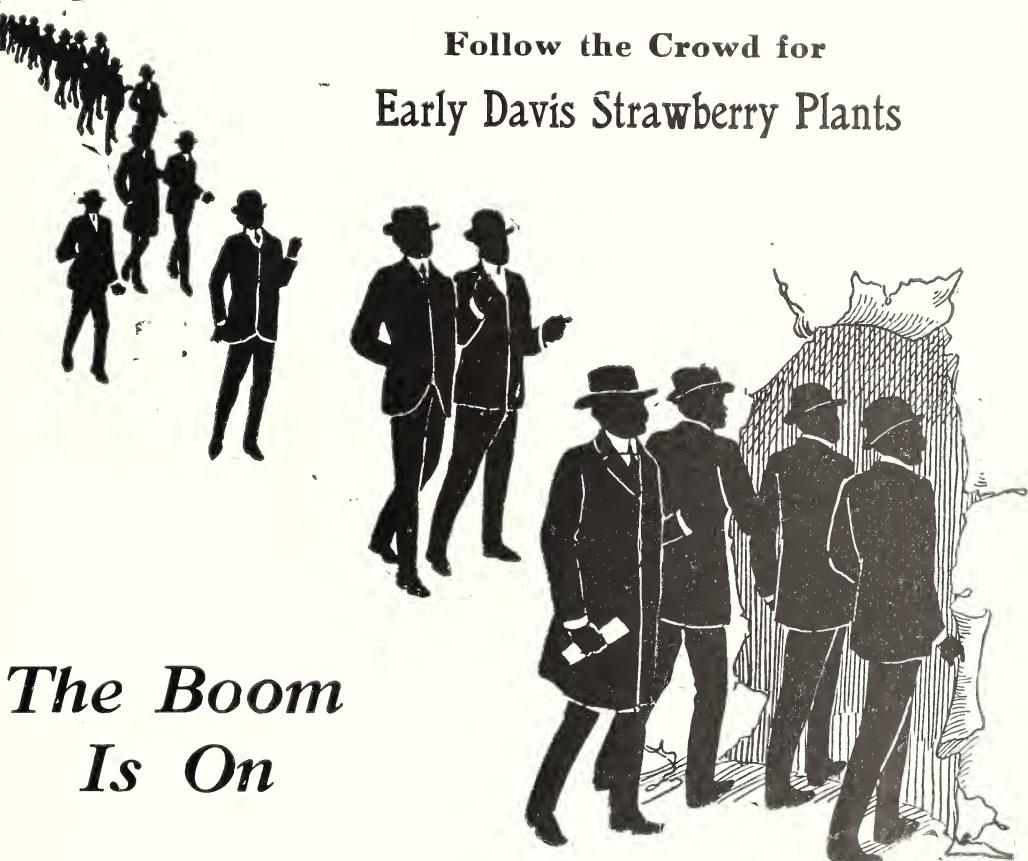
FRANK C. HOWES, (R. R. Box 28), Ashland, Mass.

Mrs. C. S. Pratt. Dear Sir:—

My order for Howard 17 Plants arrived in fine condititon and are by far the best looking plants I ever bought. Many thanks.

L. BOHRENS, New Hartford, Conn.

Follow the Crowd for
Early Davis Strawberry Plants



*The Boom
Is On*

THE MILLERS RIVER NATIONAL BANK

Athol, Mass., Nov. 28, 1924.

To Whom It May Concern:—

C. S. Pratt of Athol, Mass., has been a valuable customer of this Bank for over a period of years, always meeting his obligations promptly, and because of his sterling habits and high ideals, has been successful in his line of business. No doubt Mr. Pratt would be willing to furnish a financial statement upon request.

Yours very truly,

Millers River National Bank,

W. M. Hunt, President.

What They Know of Me in Reading:

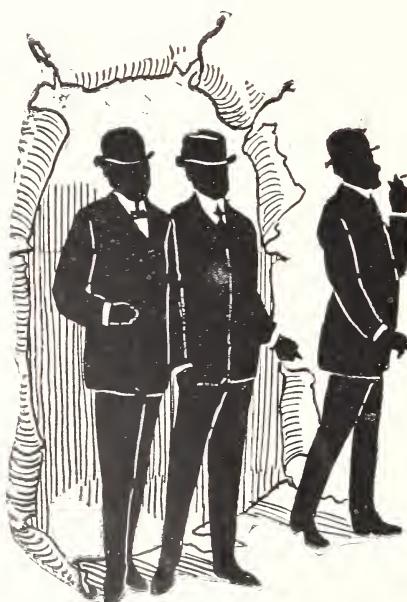
We, Citizens of Reading, Mass., were well acquainted with C. S. Pratt when he did business and lived for many years in our town. We believe him to be a reliable man to buy Plants of and that he would not knowingly let plants go out of his place that were not True to Name: Clarence White, Bank Cashier; W. E. Trombley, Editor of Reading Chronicle; J. Raymond Johnson, Joseph D. Knight, Frederick L. Springfield, Selectmen; William F. Charles, Town Clerk.

What They Think of Me in Athol:

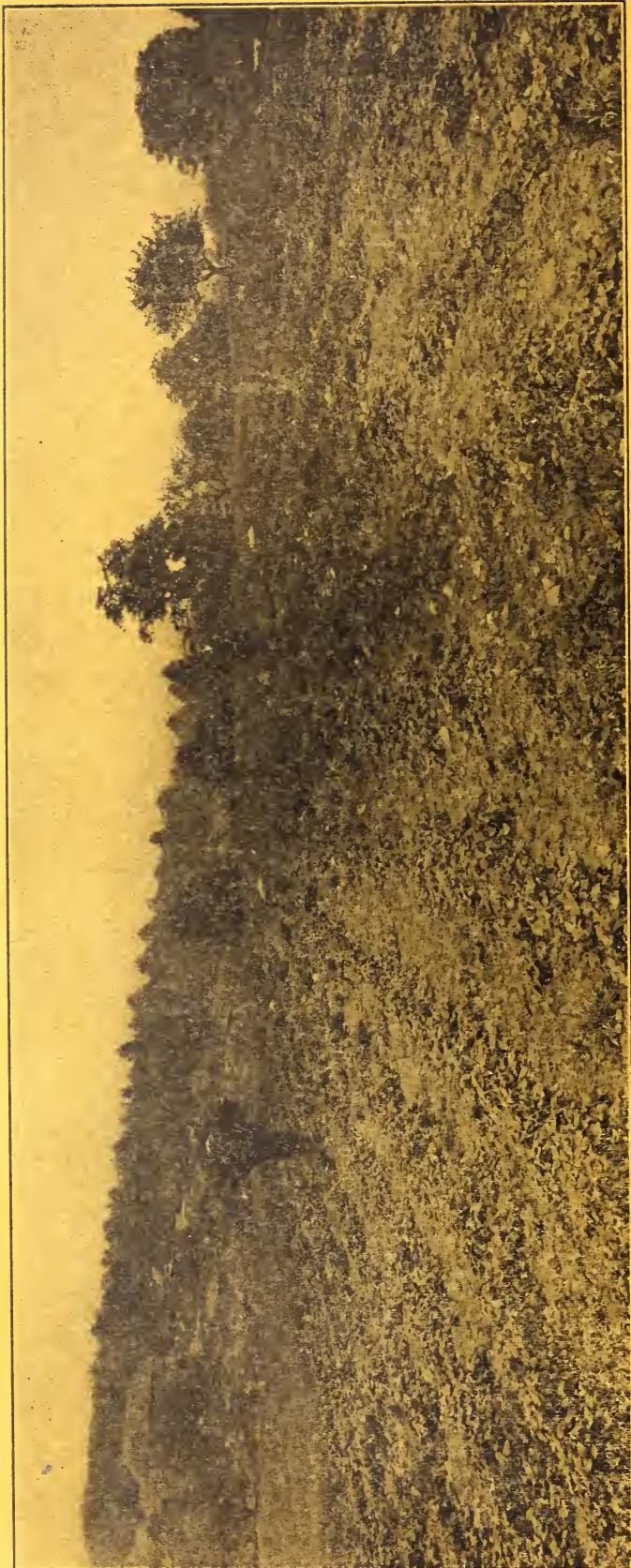
Charles S. Pratt came to Athol from Reading, Mass., about seven years ago and started "from the ground up" in the plant and berry business. He very soon became known as a live-wire, as a good fellow, and as a business man of unimpeachable integrity. The Athol Transcript Company, in common with other business concerns in town, regards him as a desirable patron and a decided asset to the community. We are glad to see the success attending his efforts in our town.

WELLS L. HILL, Editor Athol Transcript.

The Boom Is On



This crowd will put their money
where it will pay.



Patch of Early Davis Strawberries taken Sept. 1. 200,000 simon pure plants. These plants will all be sold by the first of June. If they were allowed to fruit they would bear 10,000 quarts of strawberries by June 17, before any other grower commenced to pick. Mr. Know-it-all says there is more money in fruit than there is in plants. What he don't know about my business would fill a big book.